ABSTRACT

A computer implemented method is described. Data is collected about a number of member entities that have online interaction with a group entity. A predefined state is assigned to a selected one of the member entities automatically, in response to applying a predefined rule to analyze some of the collected data. The rule is defined in part by the group entity. The method automatically determines whether or not online content is to be delivered to the selected member entity, based on the assigned state. In another embodiment, online content that is to be delivered to the selected member entity is automatically personalized for the selected member entity, again based on the assigned state. Other embodiments are also described and claimed.